

Discounters in Germany

April 2024

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2023 DEVELOPMENTS

Strong growth for discounters in 2023 due to high inflation and economic stagnation

Focus on premium private label, including organic variants and vegetarian options

Aldi and Lidl retain dominance despite solid performance from rivals

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-germany/report.